

Message Text

UNCLASSIFIED

PAGE 01 BERN 04756 191547Z

53

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 TRSE-00 RSC-01 /021 W

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R 191458Z DEC 74

FM AMEMBASSY BERN

TO SECSTATE WASHDC 0003

INFO AMEMBASSY COPENHAGEN

AMEMBASSY LONDON

AMEMBASSY PARIS

AMEMBASSY STOCKHOLM

AMEMBASSY VIENNA

AMEMBASSY THE HAGUE

UNCLAS BERN 4756

E.O. 11652: N/A

TAGS: BEXP, SZ,DA,NL,UK,FR,SW,AU

SUBJECT: UNITY BUYING SERVICE, HICKSVILLE, KY

REF: STATE 274103

1. TENTATIVE APPOINTMENT MADE WITH ANDRE R. CIOCCA, COMMERCIAL DIRECTOR, CHARLES VEILLON SA, 1001 LAUSANNE, SWITZERLAND MARCH 10. VEILLON'S HEADQUARTERS ARE LOCATED ON GENEVA HIGHWAY AT BUSSIGNY NEAR LAUSANNE. UNITY SHOULD CONFIRM APPOINTMENT IN WRITING AND AGAIN BY PHONE FROM COPENHAGEN AS PER STATE 220204 OF DEC 5, 1972. CIOCCA IS FLUENT IN ENGLISH.

2. VEILLON DEALS EXCLUSIVELY IN CLOTHING AND FOOTWEAR. SUBJECT COMPANY SHOULD BE GIVEN A COPY OF BERN'S A-500, 11/30/72, REPORTING ON MAIL ORDER AND DIRECT SELLING OPPORTUNITIES IN SWITZERLAND WHICH IDENTIFIES MORE APPROPRIATE POTENTIAL PARTNERS. WE RECOMMEND THAT UNITY BUYING SERVICE DISCUSS ITS PROJECT WITH WALTER SCHMID, FORCHSTRASSE 84, 8032 ZURICH TEL 01/53 40 01, TELEX 56 272, MAIL ORDER AUTHORITY AND CO-SPONSOR OF INTL DIRECT MARKETING AND MAIL ORDER SYMPOSIUM. BEST PROSPECTS APPEAR TO BE (1) JELMOLI VERSAND, 8112 OTELFINGEN, ZURICH; (2) VEDIA UNCLASSIFIED

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SA, RUE DE LAUSANNE 80, 1211 GENEVA 2; (3) MODERN

TRADING AG, MISSIONSTRASSE 32, 4003 BASEL; (4) FRITZ
BIEMANN, NORDSTRASSE 29, 8000 ZURICH; (5) VAC RENE
JUNOD SA, AVE. LEOPOLD ROBERT, 2300 LA CHAUX-DE-FONDS;
(6) ACKERMANN BROS., AG, 6162 ENTLEBUCH.
DAVIS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BERN04756
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740369-0706
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741223/aaaaatsn.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 74 STATE 274103
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 26 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 JUL 2002 by reddocgw>; APPROVED <29 JUL 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: UNITY BUYING SERVICE, HICKSVILLE, KY
TAGS: BEXP, SZ, DA, NL, UK, FR, SW, AU
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005